

Lachapelle, Edith

From: Lee, Rebecca
Sent: Thursday, January 31, 2019 4:16 PM
To: Jahn, Robin
Subject: RE: Narwhal video

Aww that's ok! I was shooting in the dark anyways ☺

Thanks Robin

Rebecca

From: Jahn, Robin <Robin.Jahn@dfo-mpo.gc.ca>
Sent: Thursday, January 31, 2019 10:55 AM
To: Lee, Rebecca <Rebecca.Lee@dfo-mpo.gc.ca>
Subject: RE: Narwhal video

Sorry Rebecca, I don't know where it was saved/moved to ☹ You'd have to check in with someone on science and/or ask Multimedia?

Sorry I can't be more help!
Robin

From: Lee, Rebecca
Sent: January-31-19 10:42 AM
To: Jahn, Robin
Subject: Narwhal video

Robin,

Do you know where we could find the Narwhal video where they get it on with each other? We were thinking maybe we can repurpose it for something for valentines day...hehe

Rebecca Lee

Lachapelle, Edith

From: Lee, Rebecca
Sent: Thursday, February 7, 2019 10:02 AM
To: Video Production / Production vidéo (DFO/MPO)
Cc: Saliba, Peter
Subject: RE: Sexy narwhal video

I have a deadline for some messages coming up at 1pm and then a meeting from 1-2. Would it be alright if I go to your desk at around 2:30?

Rebecca

From: Video Production / Production vidéo (DFO/MPO) <DFO.VideoProduction-Productionvideo.MPO@dfo-mpo.gc.ca>
Sent: Thursday, February 7, 2019 9:30 AM
To: Lee, Rebecca <Rebecca.Lee@dfo-mpo.gc.ca>; Video Production / Production vidéo (DFO/MPO) <DFO.VideoProduction-Productionvideo.MPO@dfo-mpo.gc.ca>
Cc: Saliba, Peter <Peter.Saliba@dfo-mpo.gc.ca>
Subject: RE: Sexy narwhal vidéo

Hi Rebecca

Are you in the office today? If so, can you come by 13E228 and have a look at some footage.

Jeff

From: Lee, Rebecca <Rebecca.Lee@dfo-mpo.gc.ca>
Sent: Tuesday, February 5, 2019 12:27 PM
To: Video Production / Production vidéo (DFO/MPO) <DFO.VideoProduction-Productionvideo.MPO@dfo-mpo.gc.ca>; NCR Multimedia RCN (DFO/MPO) <Multimedia.XNCR@dfo-mpo.gc.ca>
Cc: Saliba, Peter <Peter.Saliba@dfo-mpo.gc.ca>
Subject: RE: Sexy narwhal video

Jeff,

Aww no worries. We were thinking of maybe using it for valentines day so I just wanted to make sure this didn't fall through the cracks ☺ But it's not until next week.

Sorry for rushing you. Take your time!

Rebecca

From: Video Production / Production vidéo (DFO/MPO) <DFO.VideoProduction-Productionvideo.MPO@dfo-mpo.gc.ca>
Sent: Tuesday, February 5, 2019 11:42 AM
To: Lee, Rebecca <Rebecca.Lee@dfo-mpo.gc.ca>; Video Production / Production vidéo (DFO/MPO) <DFO.VideoProduction-Productionvideo.MPO@dfo-mpo.gc.ca>; NCR Multimedia RCN (DFO/MPO) <Multimedia.XNCR@dfo-mpo.gc.ca>
Cc: Saliba, Peter <Peter.Saliba@dfo-mpo.gc.ca>
Subject: RE: Sexy narwhal video

Hi Rebecca

We are a little short staffed and swamped with MINO priorities.

I, however will take a look this afternoon.

Jeff

From: Lee, Rebecca <Rebecca.Lee@dfo-mpo.gc.ca>

Sent: Tuesday, February 5, 2019 11:15 AM

To: Video Production / Production vidéo (DFO/MPO) <DFO.VideoProduction-Productionvideo.MPO@dfo-mpo.gc.ca>;

NCR Multimedia RCN (DFO/MPO) <Multimedia.XNCR@dfo-mpo.gc.ca>

Subject: RE: Sexy narwhal video

Hi all,

Friendly reminder for this ☺

Rebecca

From: Lee, Rebecca

Sent: Friday, February 1, 2019 10:11 AM

To: Video Production / Production vidéo (DFO/MPO) <DFO.VideoProduction-Productionvideo.MPO@dfo-mpo.gc.ca>;

NCR Multimedia RCN (DFO/MPO) <Multimedia.XNCR@dfo-mpo.gc.ca>

Subject: RE: Sexy narwhal video

I appreciate it, thank you!

Rebecca

From: Video Production / Production vidéo (DFO/MPO) <DFO.VideoProduction-Productionvideo.MPO@dfo-mpo.gc.ca>

Sent: Friday, February 1, 2019 9:56 AM

To: NCR Multimedia RCN (DFO/MPO) <Multimedia.XNCR@dfo-mpo.gc.ca>; Lee, Rebecca <Rebecca.Lee@dfo-mpo.gc.ca>; Video Production / Production vidéo (DFO/MPO) <DFO.VideoProduction-Productionvideo.MPO@dfo-mpo.gc.ca>

Subject: RE: Sexy narwhal video

We will have a look today and report back.

Jeff

From: NCR Multimedia RCN (DFO/MPO) <Multimedia.XNCR@dfo-mpo.gc.ca>

Sent: Friday, February 1, 2019 7:13 AM

To: Lee, Rebecca <Rebecca.Lee@dfo-mpo.gc.ca>; Video Production / Production vidéo (DFO/MPO) <DFO.VideoProduction-Productionvideo.MPO@dfo-mpo.gc.ca>

Cc: NCR Multimedia RCN (DFO/MPO) <Multimedia.XNCR@dfo-mpo.gc.ca>

Subject: RE: Sexy narwhal video

Hi,

Our new video team should be able to help you with that. I've added them to this email.

From: Lee, Rebecca <Rebecca.Lee@dfo-mpo.gc.ca>

Sent: 2019-January-31 4:38 PM

To: Maio, Armando <Armando.Maio@dfo-mpo.gc.ca>

Subject: Sexy narwhal video

Hi Armando,

Just wondering – do you know where I can find the video of the narwhals reproducing? It was passed around this time of year last year.

Rebecca Lee

Lachapelle, Edith

From: Lee, Rebecca
Sent: Friday, February 8, 2019 10:49 AM
To: Dumais, Annie
Subject: FW: Narwhal Mating Valentine's Day

Narwhal mating video. Planning to draft up some text for Instastory to accompany it either today or beginning of next week 😊

Rebecca

From: Saliba, Peter <Peter.Saliba@dfo-mpo.gc.ca>
Sent: Thursday, February 7, 2019 3:22 PM
To: NCR Socialmedia-Mediassociaux RCN (DFO-MPO) <Socialmedia-Mediasso@dfo-mpo.gc.ca>
Cc: Lee, Rebecca <Rebecca.Lee@dfo-mpo.gc.ca>
Subject: Narwhal Mating Valentine's Day

Good afternoon,

Here is the mating narwhal video you were looking for:

https://www.dropbox.com/s/2l7fq017ie3c82n/20180201valentine_ae.mp4?dl=0

If you need anything else, feel free to let me know.

Cheers,

Peter Saliba

Communications Officer, Video Production Unit
Creative Services and Public Enquiries
Fisheries and Oceans Canada / Government of Canada
Peter.Saliba@dfo-mpo.gc.ca / Tel: 343-542-3367

Agent de communications, Unité de production vidéo
Services créatifs et Demandes de renseignements du public
Pêches et Océans Canada / Gouvernement du Canada
Peter.Saliba@dfo-mpo.gc.ca / Tél. : 343-542-3367

Lachapelle, Edith

From: Wiebe, Robert
Sent: Wednesday, February 13, 2019 3:39 PM
To: Ratnayake, Magalie
Subject: RE: FOR APPROVAL: Valentine's Day Content

Ok Magalie, this looks good.

Thanks
-R

From: Ratnayake, Magalie <Magalie.Ratnayake@dfo-mpo.gc.ca>
Sent: Wednesday, February 13, 2019 3:32 PM
To: Wiebe, Robert <Robert.Wiebe@dfo-mpo.gc.ca>
Subject: FOR APPROVAL: Valentine's Day Content

Hi Rob,

Attached is the Instagram story we're hoping to put out tomorrow featuring all of our favourite video. These are just a mock ups so I used a still image as the background, but rest assured the video will be used in the real thing.

Here is the text we're also looking to put out on Facebook and Twitter to accompany the video as well:

Twitter/Facebook: *Love is in the air in the... ocean! Can you guess what these narwhals are up to? If we told you, you might blush... *blushing emoji* Happy Valentine's Day! *red heart emoji**

Thanks!

Magalie Ratnayake
Jr. Social Media Officer | Agente subalterne des médias sociaux
Fisheries and Oceans Canada | Pêches et Océans Canada
200 Kent Street, Ottawa | 200 rue Kent, Ottawa
Room | Pièce : 13E216

Lachapelle, Edith

From: Ratnayake, Magalie
Sent: Wednesday, February 13, 2019 3:20 PM
To: Dumais, Annie
Cc: Lachapelle, Edith; Lee, Rebecca
Subject: RE: Valentine's Insta Story

Absolutely! I'll do that now ☺

From: Dumais, Annie
Sent: February-13-19 3:19 PM
To: Ratnayake, Magalie
Cc: Lachapelle, Edith; Lee, Rebecca
Subject: RE: Valentine's Insta Story

Hi Mag,

Logging off shortly. Could you flip your Insta story with modifications to Rob as well as the Twitter and Facebook new option. So this could be the text:

Love is in the air in the... ocean! Can you guess what these narwhals are up to? If we told you, you might blush... ***blusing emoji*** Happy Valentine's Day! ***red heart emoji***
Accompanied by video

I can help for French tomorrow. Thanks☺
Annie

De : Lee, Rebecca <Rebecca.Lee@dfo-mpo.gc.ca>
Envoyé : 13 février 2019 14:36
À : Dumais, Annie <Annie.Dumais@dfo-mpo.gc.ca>; Lachapelle, Edith <Edith.Lachapelle@dfo-mpo.gc.ca>; Ratnayake, Magalie <Magalie.Ratnayake@dfo-mpo.gc.ca>
Objet : RE: Valentine's Insta Story

Good idea! I love it ☺ I won't make anything for Valentine's day then

Rebecca

From: Dumais, Annie <Annie.Dumais@dfo-mpo.gc.ca>
Sent: Wednesday, February 13, 2019 2:33 PM
To: Lachapelle, Edith <Edith.Lachapelle@dfo-mpo.gc.ca>; Ratnayake, Magalie <Magalie.Ratnayake@dfo-mpo.gc.ca>; Lee, Rebecca <Rebecca.Lee@dfo-mpo.gc.ca>
Subject: RE: Valentine's Insta Story

I think we should since last year this video was blocked by some of our colleagues.

To respond to Reb's question on another email on this. I wouldn't edit the video too much since it's tomorrow. I would use the text that Mag has for the story as the text for the messages. Something like:

Love is in the air in the... ocean! Can you guess what these narwhals are up to? If we told you, you might blush... *blusing emoji* Happy Valentine's Day! *red heart emoji*

De : Lachapelle, Edith <Edith.Lachapelle@dfo-mpo.gc.ca>

Envoyé : 13 février 2019 14:26

À : Dumais, Annie <Annie.Dumais@dfo-mpo.gc.ca>; Ratnayake, Magalie <Magalie.Ratnayake@dfo-mpo.gc.ca>; Lee, Rebecca <Rebecca.Lee@dfo-mpo.gc.ca>

Objet : RE: Valentine's Insta Story

I love it! Should we check with Rob?

From: Dumais, Annie

Sent: Wednesday, February 13, 2019 2:21 PM

To: Ratnayake, Magalie <Magalie.Ratnayake@dfo-mpo.gc.ca>; Lee, Rebecca <Rebecca.Lee@dfo-mpo.gc.ca>; Lachapelle, Edith <Edith.Lachapelle@dfo-mpo.gc.ca>

Subject: TR: Valentine's Insta Story

Me again! Looping in Rebecca in this conversation as she's scrambling to find a new idea for a Valentine's Day message since we had to cancel the sockeyed salmon one because of negative comments about this specie in Pacific this week.

I really like what Mag put together and think it's subtle enough that we could use it on our other platforms? Thoughts?

Noting that the wording of the last slide would be If we told you, you might blush...

De : Ratnayake, Magalie <Magalie.Ratnayake@dfo-mpo.gc.ca>

Envoyé : 13 février 2019 12:53

À : Lachapelle, Edith <Edith.Lachapelle@dfo-mpo.gc.ca>; Dumais, Annie <Annie.Dumais@dfo-mpo.gc.ca>

Objet : Valentine's Insta Story

Hello ladies,

Attached are the slides for the Insta Story for tomorrow that I just threw together. Please note that the video will be used instead of the still image that I put in for now. I just used the image to draft the wording to get it approved. 😊 Once that wording is approved I'll go ahead with the translation!

Let me know what you think!

Magalie Ratnayake

Jr. Social Media Officer | Agente subalterne des médias sociaux
Fisheries and Oceans Canada | Pêches et Océans Canada
200 Kent Street, Ottawa | 200 rue Kent, Ottawa
Room | Pièce : 13E216

Lachapelle, Edith

From: Lachapelle, Edith
Sent: Thursday, February 14, 2019 10:06 AM
To: Jackson, Ashley
Subject: FW: FOR APPROVAL: Valentine's Day Content
Attachments: IMG_1204.mov; IMG_1205.mov; IMG_1207.mov

Be right over,

From: Dumais, Annie
Sent: Thursday, February 14, 2019 9:13 AM
To: Lachapelle, Edith <Edith.Lachapelle@dfo-mpo.gc.ca>
Subject: TR: FOR APPROVAL: Valentine's Day Content

Hi Edith,

As discussed, here are the messages for Valentines Day. The attachments are for the Insta story. For Facebook and Twitter, we'll be presenting the whole video:

https://www.dropbox.com/s/2l7fq017ie3c82n/20180201valentine_ae.mp4?dl=0

Twitter/Facebook: *Love is in the air in the... ocean! Can you guess what these narwhals are up to? If we told you, you might blush... *blushing emoji* Happy Valentine's Day! *red heart emoji**

Lachapelle, Edith

From: Dumais, Annie
Sent: Thursday, February 14, 2019 12:14 PM
To: Ratnayake, Magalie; Lachapelle, Edith
Subject: RE: FOR APPROVAL: Valentine's Day Content

J'ai fait quelques corrections au français. C'est parfait ainsi😊

De : Ratnayake, Magalie <Magalie.Ratnayake@dfo-mpo.gc.ca>
Envoyé : 14 février 2019 11:49
À : Lachapelle, Edith <Edith.Lachapelle@dfo-mpo.gc.ca>; Dumais, Annie <Annie.Dumais@dfo-mpo.gc.ca>
Objet : RE: FOR APPROVAL: Valentine's Day Content

French Translations:

Instagram:

1. Il y a de l'amour est dans l'air l'océan cette #SaintValentin!
2. Pouvez-vous deviner ce que ces narvals sont en train de faire?
3. Si on vous le disais... vous rougiriez peut-être...

Twitter :

L'amour est dans l'air... dans l'océan ! Pouvez-vous deviner ce que font ces narvals ? Si on vous le disais, vous rougiriez peut-être.... ***blushing emoji*** Joyeuse #SaintValentin ***red heart emoji***

Thanks!
Mag

From: Ratnayake, Magalie
Sent: February-14-19 9:06 AM
To: Dumais, Annie
Subject: FW: FOR APPROVAL: Valentine's Day Content

Voilà!

From: Ratnayake, Magalie
Sent: February-13-19 3:32 PM
To: Wiebe, Robert
Subject: FOR APPROVAL: Valentine's Day Content

Hi Rob,

Attached is the Instagram story we're hoping to put out tomorrow featuring the narwhal video.

Here is the text we're also looking to put out on Facebook and Twitter to accompany the video as well:

Twitter/Facebook: Love is in the air in the... ocean! Can you guess what these narwhals are up to? If we told you, you might blush... ***blushing emoji*** Happy #ValentinesDay! ***red heart emoji***

Thanks!

Magalie Ratnayake

Jr. Social Media Officer | Agente subalterne des médias sociaux
Fisheries and Oceans Canada | Pêches et Océans Canada
200 Kent Street, Ottawa | 200 rue Kent, Ottawa
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Lachapelle, Edith

From: Dumais, Annie
Sent: Thursday, February 14, 2019 10:06 AM
To: Jackson, Ashley
Subject: Valentine's Day Content

Hi Ashley,

As mentioned by Edith this morning at stand-up, here are the messages for Valentines Day. We wanted your opinion on it https://www.dropbox.com/s/2l7fq017ie3c82n/20180201valentine_ae.mp4?dl=0

Twitter/Facebook: *Love is in the air in the... ocean! Can you guess what these narwhals are up to? If we told you, you might blush... *blushing emoji* Happy Valentine's Day! *red heart emoji**

Coming over to chat.

Annie